

Attend the Midwest's Premier Agribusiness Industry Event

The Wisconsin Agribusiness Classic



January 12-13, 2026

Kalahari Resort & Convention Center
1305 Kalahari Drive
Wisconsin Dells, WI 53965

The Wisconsin Agribusiness Classic is Wisconsin's premier agribusiness industry event, drawing interest and participation from all confluences of the industry from throughout the Midwestern states.

The event is held each January and boasts an attendance of nearly 900 attendees. The conference and tradeshow is a collaborative effort between the Wisconsin Agri-Business Association and the University of Wisconsin-Madison.

With nearly 100 industry exhibitors and over 50 educational presentations, the depth of coverage provided through the conference and tradeshow makes it clear why the Wisconsin Agribusiness Classic is Wisconsin's premier industry event.

Co-Sponsored by:



WISCONSIN
Agri-Business Association



Extension
UNIVERSITY OF WISCONSIN-MADISON



**College of
Agricultural & Life Sciences**
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Stay connected and up-to-date by
visiting The Classic landing page.



608-223-1111



info@wiagribusiness.org



www.wiagribusiness.org/2026-ag-classic/

2026 Wisconsin Agribusiness Classic Special Information



Breakout Room Map

All breakout sessions will be held in the rooms highlighted in pink.

Hotel Reservation

To book a hotel room at the Kahlahari that is a part of the Classic special offer, scan the QR code below. The deadline to book is December 10th. The reservation link can also be found on the Classic website



Attendee Registration

Attendees can register online using the QR code or by using the printed registration form below.



Attention Certified Crop Advisers (CCA): All continuing education units (CEUs) are pending approval.

Key to CEU abbreviation:	CM	crop management
	NM	nutrient management
	PD	professional development
	PM	pest management
	SW	soil & water management

A paper recording system will be available for CCAs that do not have the smart phone app. There will be no pro-rating of CEUs. In order to earn the CEUs, you must attend the entire session. A session is either 30 or 50 minutes long and there may be more than one speaker during the session. You will be required to scan into the room before/during the first 10 minutes of a session.



WISCONSIN
Agri-Business Association

Monday, January 12, 2026

Room	Tamboti & Aloewood	Marula & Aralia	Mangrove	Guava & Tamarind
Topics	AGRONOMY	MANURE & SOIL HEALTH	GRAIN & AGRONOMY	INSECTS & TECHNOLOGY
8:30-9:20	To Be the Crop, You Gotta Beat the Crop: Soybeans Take the Belt <i>Shawn Conley, UW-Madison</i> Abnormal Ear Development in Corn: What, When, and Why? <i>Osler Orteiz, Ohio State University</i> 1.0 CM	Manure Characteristics, Environment, and N Availability <i>Natasha Rayne, UW-Madison</i> From Separation to Conversion: Advancing Manure Processing to Reduce Nitrogen Losses and Emissions <i>Becky Larson, UW-Madison</i> 1.0 NM	Grain Markets, Trade, and Tariffs: Where to From Here? <i>Dewey Hull, Advance Trading</i> 1.5 PD	Predicting Insect Pests <i>Fletcher Robbins, UW-Madison</i> Data, Insecticides, and Indirect Effects <i>Emily Bick, UW-Madison</i> 1.0 PM
9:30-10:00	Coolbeans: Hot Takes! <i>Shawn Conley, Fabiano Colet, Ophelia Tsai, Tatiane Severo Silva & Mark Kendall UW-Madison</i> 0.5 CM	Soil Carbon Matters: Measure It, Monitor It, Manage It <i>Gregg Sanford, UW-Madison</i> 0.5 SW		Endangered Species Act Pesticide Labeling Requirements <i>Otto Oemig, DATCP</i> 0.5 PM
10:00-10:30	TRADESHOW BREAK			
10:30-11:30	Lessons Learned from 50+ Years of Corn Performance Test: Trends, Changes, and Yields <i>Osler Orteiz, Ohio State University</i> Corn Hybrid and Height Considerations <i>Harkirat Kaur, Thierno Diallo & Derek Donnelly, UW-Madison</i> 1.0 CM	Probing Our Country’s Soil Health <i>Newell Kitchen, Agronomic, Geologic & Enviromental Services</i> Soil Health in Wisconsin <i>Abby Augarten, UW-Extension</i> 1.0 SW	The Latest on 45z and Carbon Credits <i>Mitchell Hora, Continuum Ag</i> 1.0 NM	Small Scale Big Impact: A Look at Mowing for Weed Management and Autonomous Machinery <i>Brian Luck & Paul Lema, UW-Madison</i> Yield Monitors: The Accuracy and Usefulness Examined <i>Kaedyn Peterson-Rucker, UW-Madison</i> 1.0 CM
11:30-1:30	TRADESHOW BREAK & LUNCH			

Monday, January 12, 2026

Room	Tamboti & Aloewood	Marula & Aralia	Mangrove	Guava & Tamarind
Topics	SOIL & WATER MANAGEMENT	WEED MANAGEMENT	POLICY & REGULATORY	FUNDAMENTALS
1:30-2:20	<p>The Puzzle of Phosphorus Management in Wisconsin <i>Francisco Arriaga, UW-Madison</i></p> <p>The Extent of Tile Drainage And Why It Matters <i>Mallika Nocco, UW-Madison</i></p> <p>1.0 SW</p>	<p>Acknowledge the Complexity of Modern Weed Management or Prepare for Failure with Oversimplification <i>Dr. Bryan Young, Purdue University</i></p> <p>1.0 PM</p>	<p>Agribusiness & The Big Beautiful Bill: Impacts, Insights and Implications <i>Diane Payne & Kevin Block, MBE CPAS</i></p> <p>1.0 PD</p>	<p>The P Cycle <i>Matt Ruark, UW-Madison</i></p> <p>Ammonium Sulfate and POST Herbicides <i>Dan Smith, UW-Madison</i></p> <p>How Anaerobic Digesters Work <i>Becky Larson, UW-Madison</i></p> <p>Insecticides and Trait Resistance <i>Emily Bick, UW-Madison</i></p> <p>1.0 CM</p>
2:30-3:00	<p>Lessons Learned After 25 Years of Discovery Farms <i>Lindsey Hartfiel, UW Discovery Farms</i></p> <p>0.5 SW</p>	<p>From Waterhemp Resistance & Ecology to Short Corn: New Insights from WiscWeeds Research <i>Ahmad Mobli & Rodrigo Werle, UW-Madison</i></p> <p>0.5 PM</p>	<p>Regulatory Roadblocks: Navigating Today's Challenges for Innovative Agriculture <i>Janet Hou, BASF</i></p> <p>0.5 PD</p>	<p>Crop It Like It's Hot: Soybean Growth for the Cool Kids <i>Shawn Conley, UW-Madison</i></p> <p>Input Decisions and Risk <i>Jeff Hadachek, UW-Madison</i></p> <p>0.5 PM</p>
3:10-4:00	<p>Phosphorus Loss Reduction in Wisconsin: What Can We Learn from Simulating 100,000 Fields <i>Steven Hall, UW-Madison</i></p> <p>Advancing Wisconsin's Nutrient Loss Reduction Strategy <i>Karl Gesch, Wisconsin DNR</i></p> <p>1.0 SW</p>	<p>Cover Crops for Weed Control: WiscWeeds Takeaways <i>Guilherme Chudzik & Rodrigo Werle, UW-Madison</i></p> <p>Targeted Herbicide Applications: Lessons, Insights and Implications <i>Daniel Zhu & Rodrigo Werle, UW-Madison</i></p> <p>1.0 PM</p>	<p>Panel: Wisconsin Ag Policy Outlook <i>Shawn Pfaff, Pfaff Public Affairs, Jordan Lamb, WI Biofuels Group, Tim Fiochhi, WI Farm Bureau, Rebekah Sweeney, WI Cheesemakers Association</i></p> <p>1.0 PD</p>	<p>How to Use Disease Forecasting Systems <i>Damon Smith, UW-Madison</i></p> <p>How GPS Works <i>Brian Luck, UW-Madison</i></p> <p>Intro to Pearl Millet <i>Mallika Nocco, UW-Madison</i></p> <p>Nitrification Inhibitors <i>Natasha Rayne, UW-Madison</i></p> <p>1.0 CM</p>

Tuesday, January 13, 2026

Room	Tamboti & Aloewood	Marula & Aralia	Mangrove	Guava & Tamarind	Portia
Topics	DISEASE	SOIL FERTILITY	PROFESSIONAL DEVELOPMENT	FORAGE	SNAPPLUS
8:30-9:20	<p>Reflections of the 2025 Season: What’s New in Field Crop Diseases? <i>Damon Smith, UW-Madison</i></p> <p>Silage Corn Disease Management Update <i>Lucia Hyzer, UW-Madison</i></p> <p>1.0 PM</p>	<p>The Economics of Potassium Management <i>Chris Clark, UW-Extension</i></p> <p>Understanding Crop Nitrogen Fertilizer Use Efficiency, Incrementally <i>Newell Kitchen, Agronomic, Geologic & Environmental Services</i></p> <p>1.0 NM</p>	<p>From Leads to Loyalty: Blending Tradition and Technology for Successful Sales Growth <i>Jeff Nielsen & Jim Tiedke, EmpowerU Leadership Group</i></p> <p>1.0 PD</p>	<p>The Effect of Cover Crops on Corn Silage <i>Hannah Francis, UW-Madison</i></p> <p>Impact of Cover Crops on Corn Grain and Weeds <i>Arthur Franco, UW-Madison</i></p> <p>1.0 CM</p>	<p>How to Use SnapPlus <i>Hava Blair, Calla Little, Dan Bidikov, Anthony Poleski, Alonso Del Rio, UW-Madison, Andrea Topper, Wrangler Jones, DATCP</i></p> <p>2.5 NM</p>
9:30-10:20	<p>Updates to White Mold Management in Wisconsin <i>Damon Smith, UW-Madison</i></p> <p>Nematodes: No One Cares, But Maybe They Should <i>Travis Faske, University of Arkansas</i></p> <p>1.0 PM</p>	<p>Should We Update Our N Guidelines for Corn? <i>Matt Ruark, UW-Madison</i></p> <p>1.0 NM</p>	<p>Bridging Generations in Agriculture: Communicating Across the Changing Landscape of Agriculture <i>Kristin Pronschinske, LookUp, LLC</i></p> <p>1.0 PD</p>	<p>Machinery Traffic on Alfalfa: Soil Impacts <i>Francisco Arriaga, UW-Madison</i></p> <p>Machinery Traffic on Alfalfa: Crop Effects <i>Marta Kohmann & Luana Queiroz, UW-Madison</i></p> <p>1.0 CM</p>	
10:30-11:00	<p>Southern Corn Rust Pressure? Know When and How to Respond <i>Travis Faske, University of Arkansas</i></p> <p>0.5 PM</p>	<p>Fertilizer Outlook <i>Speaker TBD</i></p> <p>0.5 NM</p>	<p>Safety in Focus: Today’s Hottest Topics and Trends <i>Dave Nelson, North Dakota Grain Dealers Association</i></p> <p>0.5 PD</p>	<p>Challenges and Opportunities for Grazing in Wisconsin <i>David Jaramillo, USDA-ARS</i></p> <p>0.5 CM</p>	
11:00-1:00	TRADESHOW BREAK & LUNCH				

Tuesday, January 13, 2026

Room	Tamboti & Alosewood	Mangrove
Topics	ECONOMICS & SPECIAL TOPICS	PROFESSIONAL DEVELOPMENT
1:00-1:50	Grain Market Update <i>Brenda Boetel, UW-River Falls</i> Washington D.C. Policy Update <i>Paul Mitchell & Jeff Hadachek, UW-Madison</i> 1.0 CM	Agri-Finance Forward 2.0 <i>Alex Yohnk, Jim Brunker & Matt Thomson, M3</i> <i>Insurance</i> <i>Austin Burby, Jacob Forseth & Mark Juedes,</i> <i>CliftonLarsonAllen</i> <i>Alex Clark & Shawn Dolphin, BMO</i> 2.0 PD
2:00-2:50	Practical Applications of AI in Agriculture <i>Shawn Conley, Damon Smith & Jed Colquhoun, UW-Madison</i> 1.0 CM	



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Advance Registration Form

Includes parking, trade show & conference, all meals and reception (If registering a student, student ID must be shown at check in)	Advanced Rate*		Standard Rate	
	Regular	Student	Regular	Student
Full Conference Admission	\$200	\$85	\$235	\$95
Single Day Admission (Monday or Tuesday)	\$155	\$70	\$185	\$80

Attendee #1 _____ Student _____ Full Conference _____ Single Day (Mon / Tues)

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Attendee #2 _____ Student _____ Full Conference _____ Single Day (Mon / Tues)

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Attendee #3 _____ Student _____ Full Conference _____ Single Day (Mon / Tues)

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Attendee #4 _____ Student _____ Full Conference _____ Single Day (Mon / Tues)

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Attendee #5 _____ Student _____ Full Conference _____ Single Day (Mon / Tues)

Name: _____

Company Name: _____

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Email: _____

***Postmark with payment due before December 19, 2025 to receive advance rate.**

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Company Name: _____

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Email: _____

Attendee #8 _____ Student _____ Full Conference _____ Single Day (Mon / Tues)

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Attendee #9 _____ Student _____ Full Conference _____ Single Day (Mon / Tues)

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Attendee #10 _____ Student _____ Full Conference _____ Single Day (Mon / Tues)

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

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Total number of attendees _____

(10% discount for all companies registering 10 or more people at the same company) _____

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